



Levester Johnson, Chair
Report for the 2013 Spring Board of Directors Meeting
March 2013

Discussion Items

1. NASPA Strategic Plan Update
2. ACPA/NASPA Competencies
3. Certification
4. Faculty Council & Assembly

Action Items

1. The BACCHUS Network
2. NASPA Foundation 40th Anniversary Resolution
3. Firearms Statement

MISSION RELATED ACTIVITIES

- Since the November 2012 Board Meeting, we have begun the transition into new leadership and preparing for new Board Orientation while carrying on the strategic and daily operations of the association in preparation for the 2013 Annual Conference in Orlando, FL. I have nothing but deep appreciation for the honor of serving as the first Chair of the NASPA Board of Directors this past year. I believe we have made significant progress in the Board becoming more strategically focused, as well as, role clarification between that of NASPA President Kevin Kruger and my role as Board Chair. The association's strategic initiatives have thrived with the support of this year's dynamic and dedicated Board of Directors and Kevin's leadership. The direction of the association will be in great hands with our incoming Chair, Laura Wankel. Her strategic, thoughtful, and deliberate approach will bring the NASPA Board in line with becoming a more highly functioning, strategic entity.
- First and foremost it is important for the membership to know that NASPA is stronger than ever! Numbers alone should not be the determining factor, but one cannot ignore that reaching 14,000+ in membership demonstrates there is value seen by practitioners affiliating with the association.
- It was truly an honor and privilege traveling the country to visit all the NASPA regions with our president, Kevin Kruger. I remain in awe after witnessing the diversity within our regions, the creativity and uniqueness of programming, and the "personal touch" which they provided while hosting us. I look forward to following up with all the new friendships and colleagues developed along the way. This has been an unbelievable experience which went beyond any expectations

of professional development I had. I wish all our members could have the opportunities with which I have been blessed.

- As requested during our travels, we encouraged members to further engage with Kevin and me via social media at the @naspapres and @levesterjohnson Twitter accounts!
- Travels and presentations included:
 - **EDUCAUSE Security & Enterprise 2012 Conferences Joint General Session**, served on panel, May 17, 2012, Indianapolis, IN
 - **Council of Higher Education Management Associations (CHEMA)**, May 23 - 25, 2012, Boston, MA
 - **NASPA Region III Summer Symposium**, June 3 - 6, 2012, Virginia Beach, VA
 - **NASPA Region II Conference**, June 10 - 12, 2012, Buffalo, NY
 - **Canadian Association of College and University Student Services 2012 Conference (CACUSS)**, June 11, 2012, Niagara, Ontario
 - **NASPA 2013 Conference Planning Team meeting**, June 13 - 15, 2012, Orlando, FL
 - **NASPA Dundy NUFP Summer Institute**, June 16 - 22, 2012, Dallas, TX
 - **New American Colleges and Universities (NAC&U) Summer Institute**, June 19 - 21, 2012, Salt Lake City, UT
 - **NASPA Small College & University Institute (SCUI)**, June 22 - 26, 2012, Indianapolis, IN
 - **Global Summit**, September 19 - 21, 2012, Washington, DC
 - **NASPA#Tech**, October 25 - 27, 2012, Indianapolis, IN
 - **NASPA Region IV East Conference**, November 3 - 6, 2012, Madison, WI
 - **NASPA Region IV West Conference**, November 6 - 8, 2012, Rapid City, SD
 - **NASPA Region V and VI Conference**, November 7 - 10, 2012, Kona, HI
 - **NASPA Region I Conference**, November 11 - 14, 2012, Mystic, CT
 - **ACPA Annual Conference**, March 3 - 6, 2013, Las Vegas, NV
- I had the pleasure of submitting the Capstone article for the Summer 2012 NASPA Leadership Exchange. The piece, "Boost Student Engagement through Technology," challenged SSAOs to embrace social media and technology as a "value added" to their current engagement with students on their respective campuses. Sending a team of practitioners to the #NASPAtech 2012 conference in Indianapolis, IN was also encouraged.
- We are excited about the 2013 NASPA Annual Conference in Orlando: "Bold Without Boundaries." Congratulations to Conference Chair, Brian McCoy, and the Conference Planning Committee for planning what is assured to be an outstanding program for our colleagues. Much appreciation for the hard work and dedication of Arlene Kidwell, Stephanie Gordon, and Jennifer Vaseleck from the NASPA Office who have again used their expertise in making all this come together! Highlights for the conference include:
 - Dustin Lance Black, writer, producer and activist for the movie "MILK," will provide opening remarks.

- The "I HAVE A DREAM" Panel will commemorate the 50th anniversary of Martin Luther King's famous speech.
- Victor Santiago Pineda, UC Berkeley, will address disabilities and social policies.
- Arthur Levin and Diane Dean will discuss the findings from their latest work, "Generation on a Tightrope," and share a portrait of today's college student.
- Bryan Alexander, National Institute for Technology in Liberal Education (NITLE), will speak on emerging trends in technology.
- Sekou Andrews will provide a dynamic summary of our conference experience reflecting on the theme, "Bold Without Boundaries."

STRATEGIC PLAN REPORT ITEMS

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
 - NASPA and the NASPA Foundation worked to create a statement of understanding which will significantly strengthen the relationship between the entities moving forward. It will allow for clearer expectations between the groups and support our efforts in developing the knowledge and data which will help advance the profession.
 - The NASPA Board approved funding for improvements and upgrades to the NASPA Webpage and services delivered through this system.
 - Participated in planning sessions at the NASPA National Office (April 9 - 10, 2012) organized by President Kruger. Topics included: implementation of the strategic plan, further development of the Research and Policy Institute, support of constituent groups including faculty and SSAOs, certification and accreditation within student affairs, our role within the "completion agenda," international initiatives, NASPA Foundation fundraising, and further exploration and clarification of President Kruger's vision.
2. Lead advocacy efforts that shape the changing landscape of higher education.
 - Rebecca Mills and the Public Policy Division proposed a Public Policy Agenda and Guiding Principles for decision making, which was approved by the NASPA Board of Directors. This was done in order to continue our association's efforts to play a leadership role in critical policy issues and follow up on desires of our membership for NASPA to communicate a stance on these matters.
3. Launch an initiative to collaborate with student affairs worldwide.
 - Attended the NASPA sponsored Global Summit on Student Affairs and Services in Washington, DC, September 21 - 22, 2012. Special recognition should be given to the host committee for this event. They included:
 - Roger Ludeman and Rob Shea (IASAS)
 - Brett Perozzi, Gwen Dungy, and Kevin Kruger (NASPA)
 These individuals were critical in the planning and development of the summit.
4. Strengthen NASPA by making it a more responsive, vital, and sustainable organization.
 - This is the area in which I spent the majority of my time and efforts. President Kruger and I invested countless hours meeting and planning the direction for the association in light of challenges within higher education and the opportunities that await student affairs

practitioners. In particular, we worked to make functional areas within the association more efficient and hopefully more effective. The work began with the Board of Directors utilizing technology for their meetings; they used webcams for conference calls conducted through the "Go to Meeting" website. This allowed for the elimination of one formal face-to-face meeting of the Executive Committee. It also shortened the November Board Meeting by one day for the purpose of saving funds which were utilized for the association's strategic purposes. Other changes included eliminating one of the Conference Planning Committee's site visits. The funds will be reallocated for strategic initiatives.

- We actively transitioned the Board to becoming more strategically focused. The agenda for the formal meeting of the Board has been changed so that much of the committee work is completed during conference calls prior to the meeting. This allowed for additional time to focus on critical topics regarding the strategic plan.
- Following my interest in the power of social media, it was an honor to incorporate the use of Twitter in my travels across the country. I was able to engage with the membership, highlight the great work being completed toward advancing the profession, and support our work within higher education. Both the @naspapres and @levesterjohnson accounts have grown significantly since March 2012, and more importantly, followers are engaged with us along the way!